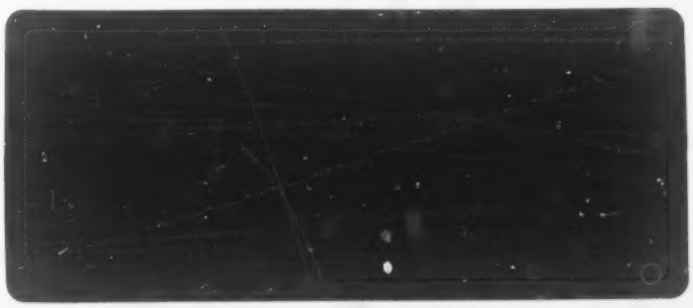
Research Report



Newspaper Readership Project

Newspaper Advertising Bureau, Inc. 485 Lexington Avenue, New York, New York 10017

NEWSPAPER INVENTORY:

SUMMARY TABLES AND FINDINGS (WEEKDAY EDITIONS)--1983

This study is one of a series of research studies conducted under the auspices of the Newspaper Readership Project, an industry-wide effort to promote circulation and readership.

November 1983

INTRODUCTION

The findings presented here are based on the Newspaper Advertising Bureau's 1983 Newspaper Inventory survey, sponsored by the Newspaper Readership Project. This mail survey of every daily and Sunday/weekend newspaper in the United States and Canada is an expanded update of earlier inventories conducted in 1967, 1974 and 1979.

The main purpose of the earlier surveys was to identify individual newspapers carrying specific standing features or columns for the use of advertisers and agencies who wish to position advertising near particular kinds of feature content. However, later surveys were expanded to include questions on changes in content, graphics and layout; the presence of Op Ed pages; the proportion of circulation that is home delivered; etc.

Across the four surveys some changes have been made in order to take into account the dynamic character of reader interest and corresponding changes in the newspaper itself. Categories like "personal computers" and "wine" have been added; a few, like "chess," have been dropped. In all, the 1983 inventory includes fifty-six kinds of features or columns.

The findings presented in this report refer only to weekday editions published in the United States. The summary tables shown are based on completed questionnaires from 1,310 daily newspapers representing 77% of all United States dailies and 90% of total circulation. Results have been weighted by circulation size groups, in order to project them to the total number of daily newspapers, as well as to total newspapers in circulation.

The study was directed by Charles Lehman of NAB's Research Department.

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Changing Content of the Dynamic American Newspaper

Findings from the 1983 Newspaper Inventory show that the period of rapid change in content, previously noted in the 1979 Inventory, continues unabated. Since 1979, more than six out of ten newspapers (64%) report substantial changes in content. These changes affect three-fourths (76%) of the weekday copies in circulation, because innovation is most widespread among the largest newspapers with the biggest newsholes (Tables 1a, 1b).

The four most frequently reported changes are: increased business coverage (by 45% of all newspapers), increased sports coverage (by 40%) and increased ratio of state and local to national and international coverage (by 38%).

A shift toward more local and state coverage relative to national and international coverage is roughly four times as common as a shift in the opposite direction. Along the same lines, 21% of the responding newspapers report an increased emphasis on features, as compared with 10% reporting an increased emphasis on hard news.

Zoning for better neighborhood or suburban coverage is reported by 14% of all dailies accounting for 32% of total circulation. Figures obtained in the 1979 survey indicate that most of these newspapers are referring only to additional zoned editions, not to a switch from unzoned to zoned status.

Table 1a

Changes in Editorial Content Since April 1979

	Total Responses Weighted By: Newspapers†	Circulation‡
Made substantial changes	64%	76%
Increased business coverage	45	62
Increased sports coverage	40	50
Increased ratio of local, state to national, international coverage	38	38
Added special lifestyle sections	25	33
Increased ratio of features to hard news	21	22
Zoned for neighborhood, suburban coverage	14	32
Increased ratio of hard news to features	10	15
Increased ratio of national, international to local, state coverage	8	9
Other	6	8
Made no changes, not reported	36	24

Question: Since our last survey in April 1979, has your paper made any substantial changes in editorial content? (If "Yes") Please check the areas changed.

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.
‡Weighting based on distribution of 62,487,177 circulation among five circulation size groups.

Table 1b

Changes in Editorial Content Since April 1979
(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Made substantial changes	82%	73%	75%	61%	55%
Increased business coverage	70	63	56	44	31
Increased sports coverage	56	44	46	37	35
Increased ratio of local, state to national, international coverage	35	42	43	39	35
Added special lifestyle sections	38	30	33	24	18
Increased ratio of features to hard news	23	18	25	20	21
Zoned for neighborhood, suburban coverage	43	33	22	5	6
Increased ratio of hard news to features	17	12	15	8	8
Increased ratio of national, international to local, state coverage	11	6	9	7	9
Other	9	7	7	5	5
Made no changes, not reported	18	27	25	39	45
Base: Newspapers responding=100%	(128)	(130)	(246)	(391)	(415)

Question: Since our last survey in April 1979, has your paper made any substantial changes in editorial content? (If "Yes") Please check the areas changed.

Table 2a

Changes in Graphics or Layout Since April 1979

	Total Responses Weighted by: Newspapers†	Circulation‡
Made substantial changes	71%	79%
Changed column width	43%	47%
Changed page size	38	43
Changed masthead	36	40
Increased use of photographs	35	38
Changed typeface	30	38
Changed number of columns	25	31
Went to modular layout on front page	23	26
More use of color	4	5
Section heads redone or instituted	3	4
Graphics redone	2	3
Other	5	7
Made no changes, not reported	29	21

Question. Since our last survey in April 1979, has your paper made any substantial changes in graphics or layout? (If "Yes") Please check the areas changed.

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.
‡Weighting based on distribution of 62,487,177 circulation among five circulation size groups.

Table 2b

Changes in Graphics or Layout Since April 1979

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Made substantial changes	83%	77%	76%	74%	63%
Changed column width	48%	47%	45%	46%	37%
Changed page size	46	40	44	40	33
Changed masthead	41	44	38	37	32
Increased use of photographs	38	41	36	37	30
Changed typeface	42	38	37	28	23
Changed number of columns	36	24	24	26	23
Went to modular layout on front page	27	30	25	24	18
More use of color	6	5	5	3	2
Section heads redone or instituted	5	5	3	3	3
Graphics redone	4	2	1	1	2
Other	8	10	7	6	2
Made no changes, not reported	17	23	24	26	37
Base: Newspapers responding=100%	(128)	(130)	(246)	(391)	(415)

Question: Since our last survey in April 1979, has your paper made any substantial changes in graphics or layout? (If "Yes") Please check the areas changed.

Standing Features in Today's American Newspaper

The tremendous variety of features in today's newspaper is easily documented: In all, the newspapers responding to this survey were asked about fifty-six categories of content; at least once a week, sixteen of these features appear in the majority of United States dailies, while thirty-three features are carried by 25% or more (Table 3a).

Large-circulation newspapers with bigger newsholes tend to carry the greatest number of standing features. This means that twenty-four features are carried at least once a week in the majority of all copies in circulation, and that forty-two kinds of features are carried in 25% or more of total circulation (Tables 3a, 3b).

The fourteen most widely run features appear in at least 70% of total weekday circulation in the United States: astrology (92%); TV log (92%); spectator sports (91%); business, finance (87%); weather map (87%); recipes (85%); games and puzzles (84%); personal advice (81%); participant sports (79%); health and medical (74%); Op Ed page (74%); TV reviews (73%); movie reviews (72%); and "people" (70%).

Given the large newshole of big circulation newspapers, almost any given feature is more likely to appear in these dailies than in smaller newspapers. Among the few exceptions to this general rule are "farm and ranch" features, which appear in 43% of the smallest dailies (circulation under 10,000) but only 14% of the largest; and "religion," in 62% of the smallest and 21% of the largest (Table 3b).

Table 3a

Percentage of Newspapers Carrying
Listed Features or Columns Once a Week or More Often

	Total Responses Weighted By:	
	Newspapers†	Circulation‡
Advice on personal finance	38%	62%
Astrology	84	92
Automotive	13	25
Beauty	23	36
Best food buys	50	68
Books	25	28
Bridge	55	78
Business, financial	67	87
Career advice	11	23
Child care	11	16
College	10	8
Computers, personal	7	16
Consumers, "Action Line"	21	37
Diet, nutrition	44	60
Environment, ecology	9	11
Etiquette	12	21
Farm and ranch	34	22
Fashion, men	16	31
Fashion, women	26	46
Fashion, teenage	16	29
Games and puzzles	78	84
Gardening	37	39
Health and medical	63	74
Home building, repair	22	25
Home furnishings, decorating	18	26
Household hints	43	44
Movie reviews	46	72
Movie timetable	48	67
Music, records, tapes	31	44
Op Ed page	54	74
Outdoors: camping, fishing, etc.	44	59
"People"	50	70

Table 3a (continued)

Percentage of Newspapers Carrying
Listed Features or Columns Once a Week or More Often

	Total Responses Weighted By: Newspapers†	Circulation‡
Personal advice	71%	81%
Pets	14	15
Photography	6	9
Radio log	16	38
Real estate (other than ads)	16	21
Recipes	74	85
Religion	48	30
Restaurants	28	48
Retirement, Social Security	23	28
School news (grade, high)	52	36
Science, technology	9	21
Security & commodity quotations	48	74
Sewing patterns	44	57
Social news	80	69
Sports (spectator)	88	91
Sports (participant)	78	79
Stamps, coins	6	8
TV reviews	51	73
TV log (over the air)	87	92
TV log (incl. cable)	80	NA
Theatre	41	64
Travel & resort	11	11
Weather map	65	87
Wine	14	36
Youth	24	22

Question: How often do you carry the following editorial features or columns on weekdays?

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.
‡Weighting based on distribution of 62,487,177 circulation among five circulation size groups.

Table 3b

Percentage of Newspapers Carrying
Listed Features or Columns Once A Week or More Often

	100,000 & Over	50,000- 99,999	25,000- 49,999	10,000- 24,999	Under 10,000
Advice on personal finance	76%	59%	48%	35%	22%
Astrology	93	96	94	88	71
Automotive	32	22	17	11	6
Beauty	45	30	28	23	13
Best food buys	78	68	61	47	37
Books	31	21	24	27	22
Bridge	88	83	77	59	29
Business, financial	96	88	82	67	48
Career advice	31	19	15	9	4
Child care	20	15	14	9	9
College	5	8	11	13	9
Computers, personal	22	14	9	5	2
Consumers, "Action Line"	47	40	28	16	9
Diet, nutrition	68	62	56	45	27
Environment, ecology	13	15	9	9	6
Etiquette	27	17	16	10	7
Farm and ranch	14	22	28	37	43
Fashion, men	41	30	21	13	6
Fashion, women	59	38	33	24	14
Fashion, teenage	37	28	21	14	7
Games and puzzles	86	85	82	79	72
Gardening	37	44	48	39	30
Health and medical	79	73	76	63	53
Home building, repair	27	22	29	26	14
Home furnishings, decorating	30	18	26	19	11
Household hints	45	38	50	47	39
Movie reviews	86	76	60	43	26
Movie timetable	80	61	52	47	37
Music, records, tapes	49	46	40	31	18
Op Ed page	88	72	51	46	47
Outdoors: camping, fishing, etc.	64	68	53	44	30
"People"	79	75	68	47	32

Table 3b (continued)

Percentage of Newspapers Carrying
Listed Features or Columns Once a Week or More Often

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Personal advice	84%	86%	79%	72%	60%
Pets	13	22	17	16	9
Photography	11	7	7	7	4
Radio log	54	28	19	11	6
Real estate (other than ads)	26	15	14	17	14
Recipes	88	92	87	75	61
Religion	21	28	33	52	62
Restaurants	61	48	35	21	16
Retirement, Social Security	33	25	22	23	20
School news (grade, high)	24	37	50	60	59
Science, technology	30	15	11	5	4
Security & commodity quotations	88	72	64	44	30
Sewing patterns	59	66	61	50	23
Social news	63	68	78	82	86
Sports (spectator)	93	89	88	89	85
Sports (participant)	82	73	74	82	75
Stamps, coins	9	9	6	5	4
TV reviews	87	68	61	49	36
TV log (over the air)	95	95	89	85	83
TV log (incl. cable)	86	79	83	84	75
Theatre	77	64	52	36	27
Travel & resort	10	14	13	11	9
Weather map	94	91	89	76	32
Wine	51	34	21	6	2
Youth	20	25	23	28	22
Base: Newspapers responding=100%	(128)	(130)	(246)	(391)	(415)

Question: How often do you carry the following editorial features or columns on weekdays?

Everyday Features and Columns

Most standing features or columns appear only on particular weekdays, not in every daily edition. However, certain types of features tend to appear every day in the great majority of newspapers carrying them. These are: astrology, bridge, games and puzzles, personal advice, security and commodity quotations, social news, spectator sports, participant sports, TV log and weather map (See Tables 4a, 4b).

In addition, a few features that are very popular among big circulation dailies appear every day in most copies in circulation, even though they are not carried by the majority of newspapers on a daily basis. These include: business and financial features; Op Ed page; "people;" and TV reviews.

Table 4a

Percentage of Newspapers Carrying
Listed Features or Columns Every Weekday

	Total Responses Weighted By:	
	Newspapers†	Circulation‡
Advice on personal finance	15%	24%
Astrology	83	91
Automotive	2	2
Beauty	7	9
Best food buys	2	2
Books	2	2
Bridge	53	76
Business, financial	40	73
Career advice	2	4
Child care	2	3
College	3	2
Computers, personal	1	1
Consumers, "Action Line"	10	23
Diet, nutrition	6	5
Environment, ecology	2	4
Etiquette	6	6
Farm and ranch	5	4
Fashion, men	2	3
Fashion, women	6	7
Fashion, teenage	3	3
Games and puzzles	75	81
Gardening	3	2
Health and medical	43	41
Home building, repair	1	1
Home furnishings, decorating	2	1
Household hints	27	24
Movie reviews	13	34
Movie timetable	34	55
Music, records, tapes	3	6
Op Ed page	46	68
Outdoors: camping, fishing, etc.	6	9
"People"	42	64

Table 4a (continued)

Percentage of Newspapers Carrying
Listed Features or Columns Every Weekday

	Total Responses Weighted By: Newspapers†	Circulation‡
Personal advice	68%	78%
Pets	3	4
Photography	2	1
Radio log	12	34
Real estate (other than ads)	2	3
Recipes	8	6
Religion	4	4
Restaurants	4	4
Retirement, Social Security	4	6
School news (grade, high)	25	17
Science, technology	2	4
Security & commodity quotations	44	69
Sewing patterns	35	45
Social news	69	54
Sports (spectator)	85	89
Sports (participant)	73	71
Stamps, coins	1	1
TV reviews	32	59
TV log	67	84
Theatre	24	46
Travel & resort	1	1
Weather map	64	67
Wine	*	*
Youth	10	8

*Less than 0.5%

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.
‡Weighting based on distribution of 62,487,177 circulation among five circulation size groups.

Table 4b

Percentage of Newspapers Carrying
Listed Features or Columns Every Weekday

	100,000 & Over	50,000- 99,999	25,000- 49,999	10,000- 24,999	Under 10,000
Advice on personal finance	28%	23%	22%	13%	7%
Astrology	92	95	94	88	69
Automotive	2	2	2	2	1
Beauty	11	6	7	8	4
Best food buys	2	3	1	2	2
Books	8	2	2	2	1
Bridge	86	81	73	57	26
Business, financial	91	72	61	32	18
Career advice	5	3	2	2	1
Child care	5	1	1	3	1
College	-	2	3	5	3
Computers, personal	2	-	*	*	1
Consumers, "Action Line"	31	22	13	6	4
Diet, nutrition	4	5	7	8	6
Environment, ecology	6	2	3	2	1
Etiquette	6	3	6	9	5
Farm and ranch	3	7	4	5	5
Fashion, men	3	2	2	4	2
Fashion, women	8	5	4	7	7
Fashion, teenage	3	2	2	4	2
Games and puzzles	83	85	78	77	68
Gardening	2	1	4	2	3
Health and medical	37	45	52	47	39
Home building, repair	-	-	2	2	1
Home furnishings, decorating	1	1	3	3	1
Household hints	22	22	30	29	27
Movie reviews	48	29	15	7	4
Movie timetable	68	48	42	33	20
Music, records, tapes	9	2	3	3	1
Op Ed page	85	62	45	40	37
Outdoors: camping, fishing, etc.	11	11	5	8	3
"People"	74	71	58	41	22

Table 4b (continued)

Percentage of Newspapers Carrying
Listed Features or Columns Every Weekday

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Personal advice	81%	81%	76%	70%	58%
Pets	4	9	2	3	2
Photography	-	1	2	2	2
Radio log	51	21	14	7	4
Real estate (other than ads)	4	1	2	3	2
Recipes	6	4	5	6	12
Religion	5	4	3	2	5
Restaurants	5	2	4	5	3
Retirement, Social Security	7	5	5	4	4
School news (grade, high)	12	15	25	25	31
Science, technology	5	3	4	2	1
Security & commodity quotations	84	64	59	40	27
Sewing patterns	45	52	54	43	15
Social news	44	57	68	72	77
Sports (spectator)	91	85	87	88	82
Sports (participant)	72	65	70	78	72
Stamps, coins	1	-	1	-	1
TV reviews	74	60	42	27	14
TV log (over the air)	90	93	83	66	49
TV log (incl. cable)	77	73	69	55	37
Theatre	62	39	26	21	13
Travel & resort	-	-	3	1	1
Weather map	94	91	89	76	31
Wine	-	1	1	-	-
Youth	7	5	7	11	12
Base: Newspapers responding=100%	(128)	(130)	(246)	(391)	(415)

*Less than 0.5%

Are Standing Features Usually Syndicated or Locally Produced?

The answer to this question depends on which standing feature is under discussion. In addition to locally produced feature content, daily newspapers have a wealth of syndicated material to draw upon, ranging from "Dear Abby" to "Ziggy."[1] The extent to which local and syndicated material is used runs the gamut from 98% syndicated (for "Astrology") to 97% local (for "School news") (Table 5).

Features like "Bridge" or "Health and Medical, "to which little would be added by incorporating local material, depend heavily on syndicated sources. Areas in which both national and local perspectives are beneficial, such as Op Ed pages and Spectator Sports, tend to use a combination of syndicated material and staff-written content.

[1]The question on the use of syndicated versus local sources was not asked about comic strips.

Table 5

Source of Most Widely Carried Standing Features†

	Syndicated	Locally Produced	Both
Astrology	98%	2%	-
Bridge	96	2	2%
Personal advice	92	6	2
Games and puzzles	90	6	4
Health and medical	82	6	12
Weather map	77	16	7
TV log	76	22	2
TV reviews	67	18	5
"People"	49	35	16
Best food buys	29	48	23
Business, finance	24	41	35
Recipes	21	46	33
Op Ed	11	35	54
Sports (spectator)	3	49	48
Sports (participant)	2	61	37
Social news	2	91	7
School news	-	97	3

†Features carried at least once a week by 50% or more of all daily newspapers reporting. Each row is based on all newspapers carrying that feature, with "no answers" eliminated. (Basic data are weighted by distribution of 1,711 daily newspapers across five circulation size groups.)

The (Almost) Ubiquitous Comic Strip

Ninety-seven percent of all responding newspapers report that they carry comic strips, and this proportion shows little variation among circulation size groups. As might be expected, the number of strips carried tends to increase with circulation size, but 50% of all dailies carry ten to nineteen individual comic strips.

Table 6

Number of Comic Features in Weekday Editions

	Weighted Total†	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Any comic strips (total)	97%	97%	98%	97%	98%	95%
Less than 10 strips	37	9	13	15	31	63
10-19 strips	50	44	65	67	65	31
20-29 strips	8	34	19	13	2	1
30 strips or more	2	10	1	2	-	-
No comic strips	2	2	-	1	1	4
Not reported	1	1	2	3	1	1
Base: Newspapers responding=100%		(128)	(130)	(246)	(391)	(415)

Question: How many comic strips are carried in weekday editions?

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.

Children's Features

In addition to comic strips, four out of ten daily newspapers (42%) regularly carry features designed especially for children. Children's features tend to use syndicated material exclusively, or a combination of syndicated and local material.

Table 7

Children's Features Other Than Comics Carried Once A Week or More Often

	Weighted Total†	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Carry children's features	42%	47%	53%	51%	47%	32%
Both syndicated and local material	17	17	21	25	17	12
Syndicated material only	19	23	23	24	23	13
Local material only	6	7	8	2	7	7
Do not carry	57	52	45	47	52	66
Not reported	1	1	2	2	1	2
Base: Newspapers responding=100	-	(128)	(130)	(246)	(391)	(415)

Question: Aside from comic strips, do weekday editions regularly carry features intended mainly for children (at least once a week)? (If "Yes") Is the material in these children's features syndicated or derived from local sources (schools or staff members)?

†Weighting based on distribution of 1,711 daily newspapers across five circulation size groups.

Newshole

The typical American newspaper has fifteen pages of news and editorial matter, exclusive of advertising. The economics of publishing make for a close relationship between advertising revenues and the size of the newshole, the average for dailies with circulations of 100,000 or more being two and one half times as large (25 pages) as the newshole of papers with circulations under 10,000 (10 pages).

Table 8

Average Number of Pages of News and Editorial in Weekday Editions

	Weighted Total†	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Number of Pages:						
Under ten	22%	3%	-	1%	13%	47%
Ten to nineteen	40	19	37%	52	56	33
Twenty to twenty-nine	15	37	27	18	13	5
Thirty and over	13	28	21	18	8	8
Not reported	10	13	15	11	10	7
Average number of pages (median)	(15)	(25)	(20)	(19)	(15)	(10)
Base: Newspapers responding=100%	-	(128)	(130)	(246)	(391)	(415)

Question: Excluding advertising, about how many pages of news and editorial matter do you run on an average weekday?

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.

American Newspapers Are Getting Fatter

More than half of the responding newspapers (52%) estimate that they are now running more pages of news and editorial matter than they did two years ago. About one third say that they are running fewer pages, and 14% report that there has been no change in the size of their weekday editions. Dailies in the smallest and largest circulation size groups are espceially likely to report that their present weekday editions are fatter.

Table 9

Change in Number of Pages of News and Editorial Over Last Two Years

	Weighted Total†	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
More pages now	52%	59%	44%	41%	48%	58%
Fewer pages now	34	28	39	44	39	27
About the same (volunteered)	14	13	17	15	13	15
Base: Newspapers responding=100%		(128)	(130)	(246)	(391)	(415)

Question: Would you say this is more or fewer pages (of news and editorial matter) than you were running two years ago?

†Weighting based on distribution of 1,722 daily newspapers among five circulation size groups.

Proportion of Newshole in Photographs and Illustrations

Regardless of circulation size, most American newspapers devote about 15% of their total newshole to photographs, other illustrations and charts, exclusive of comic strips. Only 4% of all dailies report that illustrative material represents as much as thirty percent of their total newshole.

Table 10

Proportion of Total Weekday Newshole Devoted to Photographs, Other Illustrations and Charts

	Weighted Total†	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
None	*	-	-	*	1%	*
Less than 10%	13%	10%	8%	12%	12	15%
10% to 19%	57	47	57	60	60	58
20% to 29%	20	24	22	22	18	19
30% & over	4	6	6	2	3	3
Not reported	6	13	7	4	6	5
Median percentage	(15)	(17)	(16)	(16)	(15)	(15)
Base: Newspapers responding=100%	-	(128)	(130)	(246)	(391)	(415)

*Less than 0.5%

Question: About what proportion of the total weekday newshole is devoted to photographs, other illustrations or charts (excluding comics)?

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.

How Many Sections Do Weekday Editions Have?

Weekday editions of a typical daily contain three physically separate sections. On average, newspapers in the largest circulation size group have two and one half times as many sections as the smallest dailies have (five versus two sections). As a result, the average weekday edition in circulation has four sections (Tables 11a, 11b). The range within individual circulation size groups is greater than these average figures might suggest.

Table 11a

Number of Physically Separate Sections in Weekday Editions

	Total Responses Weighted By: Newspapers†	Circulation‡
One	23%	12%
Two	26	20
Three	11	12
Four	20	30
Five	3	4
Six	4	8
Seven or More	3	6
Not reported	10	8
Average number (mean)	(3)	(4)

Question: On the average, how many physically separate sections does a weekday edition of the newspaper have? (Please include any separate classified sections but exclude advertising inserts or preprints.)

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.
‡Weighting based on distribution of 62,487,177 circulation among five circulation size groups.

Table 11b

Number of Physically Separate Sections in Weekday Editions

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
One	4%	4%	3%	12%	48%
Two	4	9	25	41	24
Three	9	18	16	16	5
Four	43	43	40	17	3
Five	5	5	4	2	2
Six	18	5	3	2	2
Seven or more	12	7	2	1	2
Not reported	5	9	7	9	14
Average number (mean)	(5)	(4)	(4)	(3)	(2)
Base: Newspapers responding=100%	(128)	(130)	(246)	(391)	(415)

Question: On the average, how many physically separate sections does a weekday edition of the newspaper have? (Please include any separate classified sections but exclude advertising inserts or preprints.)

The Continuing Sectional Revolution

The term "section," as it applies to newspapers, can be ambiguous, referring either to a physically separate part, the grouping of related content on adjacent pages, or to both form and content simultaneously. Thus, a single (physically separate) section may contain two or more "sections" (as defined by content). The 1979 Inventory asked only about "physically separate" sections, whereas the 1983 survey also includes a reference to "labeled or otherwise identifiable" sections.

As might be expected, this revision in the questionnaire produced an increase in the number of newspapers reporting the presence of a given type of section. For example, the percentage reporting a business or finance section at least once a week rose from 15% of all newspapers in 1979, to 43% in 1983, representing 62% of all copies in circulation (Tables 12a, 12b).

As in the case of standing features, almost all kinds of sections are more likely to appear in big circulation dailies than in smaller newspapers. One notable exception is the TV and radio section. This kind of section tends to appear in the Sunday edition of large newspapers, whereas smaller newspapers that don't have a Sunday or weekend edition may carry it in a weekday edition.

Table 12a

Sections Carried Once A Week or More Often

	Total Responses Weighted By: Newspapers†	Circulation‡
Main News	71%	88%
Second or Local News	45	66
Sports	74	90
Food (separate)	53	74
Home (separate)	13	17
Food & Home (combined)	9	9
Entertainment	54	65
Business, Finance	43	62
Lifestyle, Women	52	67
TV, Radio	49	43
Fashion	13	27
Farm	7	4
Travel	5	7
Science	4	10
Money, Consumer	1	1

Question: Which of the following regularly appear as physically separate, labeled or otherwise identifiable sections in weekday editions (that is, at least once a week)?

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.
‡Weighting based on distribution of 62,487,177 circulation among five circulation size groups.

Table 12b

Sections Carried Once A Week or More Often

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Main News	95%	87%	85%	74%	53%
Second or Local News	77	66	59	44	29
Sports	96	91	91	76	56
Food (separate)	85	69	70	59	31
Home (separate)	20	8	18	17	7
Food & Home (combined)	9	13	5	12	8
Entertainment	68	70	68	57	39
Business, Finance	72	58	58	44	26
Lifestyle, Women	72	71	67	52	36
TV, Radio	38	45	49	53	51
Fashion	38	18	17	10	6
Farm	3	3	6	7	8
Travel	9	6	7	5	3
Science	13	9	5	3	1
Money, Consumer	2	1	1	1	-
Base: Newspapers responding=100%	(128)	(130)	(246)	(391)	(415)

Question: Which of the following regularly appear as physically separate, labeled or otherwise identifiable sections in weekday editions (that is, at least once a week)?

Table 13 shows that among newspapers carrying several pages or a section on a given topic, there is a tendency to include that kind of material in every weekday edition. However, most food sections are published only on Wednesday, and Friday is a popular day for both entertainment and TV, radio sections.

Table 13

Weekdays on Which Editorial Sections Appear†
(Total U.S. Daily Newspapers)

	Every day	Monday	Tuesday	Wednesday	Thursday	Friday
Main News	70%	*	*	*	*	*
Second or Local News	41	5%	*	4%	2%	1%
Sports	70	1	1%	3	2	1
Food (separate)	3	3	6	37	6	*
Home (separate)	2	*	1	2	4	3
Food & Home (combined)	3	*	1	5	1	1
Entertainment	28	*	1	1	7	19
Business, Finance	25	4	5	7	6	4
Lifestyle, Women	39	3	3	7	5	4
TV, Radio	30	*	1	1	2	17
Fashion	4	1	3	3	3	1
Farm	1	1	2	1	1	1
Travel	1	*	1	*	1	2
Science	1	1	1	1	1	1

*Less than 0.5%

†Apparent discrepancies between Tables 10a and 11 reflect percentage rounding and duplicate listings for newspapers having a given section on two or more weekdays. Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.

Editorial Use of Color

Since the 1979 Inventory, the percentage of newspapers making any use of color has shown comparatively little change. Nevertheless, an impressive number have shifted from spot color to full color, particularly among the largest dailies. More than half (53%) of the weekday copies in circulation now make some editorial use of full color (Tables 14a, 14b). In the largest circulation size group the percent reporting editorial use of full color has doubled since 1979, going from 33% to 66%.

Table 14a

Editorial Use of Color in Weekday Editions†

	Total Responses Weighted By: Newspapers‡	Circulation†‡
Full color (Total)	28%	53%
Front page only	5	5
Other pages	23	48
Spot color (Total)	50%	33%
Front page only	33	16
Other pages	17	17
Color not used editorially	17	10
Not reported	5	4

Question: To what extent if ROP color used editorially in weekday editions?

†Multiple answers have been edited to limit column totals to 100%. (If a newspaper reports using both full and spot color, the spot color reference has been eliminated.)
‡Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.
†‡Weighting based on distribution of 62,487,177 circulation among five circulation size groups.

Table 14b

Editorial Use of Color in Weekday Editions†

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Full Color (Total)	66%	53%	48%	23%	9%
Front page only	5	3	10	4	4
Other pages	61	50	38	19	5
Spot color (Total)	21%	40%	42%	58%	57%
Front page only	8	14	22	37	45
Other pages	13	26	20	21	12
Color not used editorially	8	6	7	15	28
Not reported	5	1	3	4	6
Base: Newspapers responding=100%	(128)	(130)	(246)	(391)	(415)

Question: To what extent is ROP color used editorially in weekday editions?

†Multiple answers have been edited to limit column totals to 100% (e.g., if a newspaper reports using both full color and spot color, the spot color reference has been eliminated).

Zoning

Zoning, reported by 27% of all daily newspapers representing 53% of total circulation, is far more widespread among the largest dailies (Table 15). Just over two thirds (67%) of the newspapers with circulation of 100,000 or more have zoned editions, as do 57% of those with circulations between 50,000 and 100,000. Among these larger dailies, zoning usually applies to both editorial content and advertising.

Table 15

Zoning of Weekday Editions

	Total Responses Weighted By: Newspapers	Circulation
Zoning for advertising and editorial	18%	44%
Zoning for advertising only	9	9
No zoning	66	43
Not reported	7	4

(by Circulation Size Groups)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Advertising and editorial	57%	52%	26%	6%	5%
Advertising only	10	5	8	12	9
No zoning	31	35	59	75	78
Not reported	2	8	7	7	8
Base: Newspapers responding=100%	(128)	(130)	(246)	(391)	(415)

Question: To what extent are weekday editions zoned?

Positioning of Advertising

Eighty-three percent of all United States dailies position advertising near appropriate editorial on request. The great majority (58% of all newspapers) make no charge for positioning, unless the advertiser insists on a guaranteed position.

Table 16

	Weighted Total†	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Position on request	83%	78%	77%	79%	80%	88%
No extra charge‡	58	53	52	54	54	65
Extra charge	21	21	20	21	23	20
Not reported	4	4	5	4	3	3
Would not position, and not reported	17%	22%	23%	21%	20%	12%
Base: Newspapers responding=100	-	(128)	(130)	(246)	(391)	(415)

Question: If an advertiser requests it, would you position advertising near appropriate editorial features, such as those listed? Would there be an extra charge for this?

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.
‡Some charge for guaranteed position.

Corporate Advertising on Op Ed Page

Seven out of ten dailies with an Op Ed page (70%) accept corporate advertising on the page. 43% put no qualifications on the kinds of corporate messages positioned, while 27% state that placement on the Op Ed page would depend on the ad.

Table 17

Positioning Policy for Corporate Advertising on Op Ed Page

	Weighted Total†	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Would position	43%	50%	39%	45%	37%	49%
Depends on ad	27	37	25	25	20	34
Would not position	30	13	36	30	43	17
Base: Newspapers with Op Ed Page=100%	-	(82)	(88)	(130)	(172)	(125)

Question: If an advertiser requests it, would you position a corporate institutional ad on your Op Ed page?

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.

Wednesday: The Most Popular Day for Food Advertising

Regardless of circulation size, about two out of three daily newspapers report that they carry their heaviest volume of food advertising on Wednesday. As shown earlier (Table 13), this is also the day on which food sections are most likely to appear.

Table 18

Heaviest Weekday for Food Advertising

	Weighted Total†	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Monday	12%	2%	4%	6%	15%	16%
Tuesday	13	4	5	15	15	16
Wednesday	68	70	66	72	66	67
Thursday	9	24	24	9	7	4
Friday	*	-	2	-	*	*
Not reported	2	-	2	2	2	2
Base: Newspapers responding=100	-	(128)	(130)	(246)	391)	(415)

*Less than 0.5

Question: On which weekday do you carry your heavies volume of food advertising?

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups. Total exceeds 100 because of multiple mentions.

Heaviest Weekdays for General Merchandise Advertising

When asked about the weekday that accounts for the heaviest volume of general merchandise advertising, daily newspapers split their responses almost equally between Wednesday (45%) and Thrusday (43%). Wednesday has more of an edge among newspapers in the smallest circulation size group, while Thursday tends to account for more general merchandise advertising in larger newspapers.

Table 19

Heaviest Weekday for General Merchandise Advertising

	Weighted Total†	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Monday	3%	2%	1%	1%	4%	4%
Tuesday	5	2	2	3	5	8
Wednesday	45	33	25	34	47	54
Thursday	43	56	50	56	47	31
Friday	7	12	9	6	5	7
Not reported	5	5	15	6	4	3
Base: Newspapers responding=100%	-	(128)	(130)	(246)	(391)	(415)

Question: On which weekday do you carry the heaviest volume of general merchandise advertising for department stores or other general merchandise advertisers?

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups. Total exceeds 100% because of multiple mentions.

Home Delivery

Responding newspapers estimate that 84% (median) of their circulation is home delivered. Since this figure tends to be slightly lower for the two largest circulation size groups, this means that an estimated 82% of all weekday copies sold are home delivered (Tables 20a, 20b). An apparent inconsistency between this figures and other research[1] showing that 71% of all weekday readers obtain the copies they read through home delivery, reflects the fact that circulation figures cannot allow for "pass-along" readership.

Table 20a

Percentage of Weekday Circulation Home Delivered

	Total Responses Weighted By: Newspapers†	Circulation‡
Under 60%	9	10
60% to 69%	8	8
70% to 79%	15	19
80% to 89%	28	31
90% and over	31	24
Not reported	9	8
Median percentage	(84%)	(82%)

Question: Approximately what percentage of your current weekday circulation is home delivered?

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.
‡Weighting based on distribution of 62,487,177 circulation among five circulation size groups.

[1]Audits and Surveys, Inc., 1982.

Table 20b

Percentage of Weekday Circulation Home Delivered

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Under 60%	10%	13%	3%	6%	13%
60% to 69%	10	6	4	5	11
70% to 79%	21	22	13	13	14
80% to 89%	34	31	30	29	25
90% and over	19	18	41	38	28
Not reported	6	10	9	9	9
Median percentage	(81%)	(81%)	(88%)	(87%)	(83%)
Base: Newspapers responding=100%	(128)	(130)	(246)	(391)	(415)

Question: Approximately what percentage of your current weekday circulation is home delivered?

Newspaper in Education Program

Half of all newspapers in the nation (54%) report that their weekday editions are used in an NIE program--one that involves actual distribution of the newspaper to the schools. Participation in NIE programs is clearly related to newspaper size, ranging from 37% of the newspapers in the smallest circulation size group to 85% of those with circulations of 100,000 and over.

Table 21

Use of Daily Newspaper in NIE Program

	Weighted Total†	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Used in NIE program	54%	85%	75%	67%	50%	37%
Not used in NIE program	44	13	24	30	46	62
Not reported	2	2	1	3	4	1
Base: Newspapers responding=100%	-	(128)	(130)	(246)	(391)	(415)

Question: Is your daily newspaper used in a Newspaper in Education program--one that involves actual distribution of newspapers to the schools?

†Weighting based on distribution of 1,711 daily newspapers among five circulation size groups.